

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.57

RECEIVED

OCT 12 1927

A Garden of Hardy Flowers Complete, \$5



JUST THE THING FOR BUSY AND INEXPERIENCED PEOPLE

A COMPLETE garden of flowers that bloom on from year to year with the least amount of attention—that is what the busy man or woman wants. A garden of easily grown flowers, properly chosen for color and time of blooming—that is what the inexperienced and beginning gardener needs. Both requirements are met by

LOVETT'S COMPLETE HARDY GARDEN FOR \$5

Achillea, Boule de Neige. Fluffy white flowers for cutting.
Alyssum saxatile. Early flowering, bright yellow edging plant.
Columbines. Dainty, bird-like flowers of many colors.
Chrysanthemums. Gorgeous flowers that bloom after frost.
Coreopsis. Bright yellow, long-stemmed flowers for cutting.
Daisy, Shasta. Most popular for cutting.
Delphinium. Beautiful tall spikes of many shades of blue.
Heliopsis. Bright yellow, hardy flowers of the sunflower type.
Hemerocallis. Lily-like flowers in different tones of yellow.

Hollyhocks. Gay, old-fashioned flowers in many bright colors.
Iberis. The hardy white Candytuft. Valuable for edging.
Iris. Beautiful flowers of various colors and textures.
Iris pumila. A dwarf form.
Lysimachia. The attractive Loosestrife.
Phlox. Stately summer-blooming plants with large heads of flowers in many colors.
Phlox subulata. Mossy, bright-colored edging plants.
Pinks. The fragrant, spiky, old-time flower that everyone likes.

In all, we will send 51 well-grown, healthy plants of the above 17 different kinds, ready to grow and bloom with a minimum of care, for \$5. Plans for planting these flowers properly and effectively will be sent with each order.

LOVETT'S NURSERY · LITTLE SILVER · N. J.



Flowers After the Autumn Frosts

In the lavish season of spring flowers and busy planting, do not forget the bare spaces and the empty flower-vases which autumn will bring unless you plant now plenty of

Hardy Chrysanthemums

Plant them early; cultivate occasionally. Move them about from place to place, as you please, to fill the spaces vacated by other flowers. No more accommodating, no braver, handsomer flowers exist than these jolly defiers of the frost, carrying the gayety and beauty of summer into the very teeth of winter's gales.

SPECIAL OFFER. To introduce our splendid Hardy Chrysanthemums, we will send 12 plants, each a different variety, for \$2.



True Blue Flowers Are Very Rare

So generous with blue in sky and ocean, Nature has been extremely reluctant to allow the flowers of fields and gardens to wear that lovely color.

Hardy Blue Delphiniums

are triumphant exceptions. The gorgeous new Vanderbilt Hybrids, raised in California, have excited the wonder and admiration of all critical flower-lovers for their long spikes of large flowers in all shades of lavender and purple and from the darkest to the most ineffable delicacy of blue.

We consider ourselves very fortunate to be able to offer them in eastern United States.

Vanderbilt Delphiniums are still very scarce. We offer them at \$1 per plant, or \$10 per doz. Good, strong plants.

LILIES

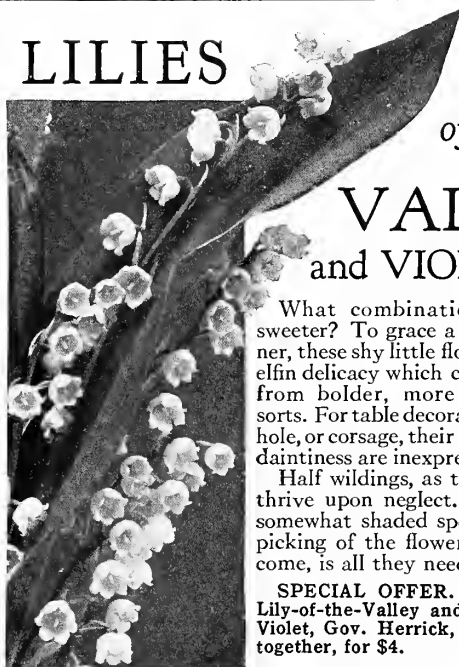
of the

VALLEY and VIOLETS

What combination could be sweeter? To grace a secluded corner, these shy little flowers have an elfin delicacy which cannot be had from bolder, more flamboyant sorts. For table decoration, button-hole, or corsage, their fragrance and daintiness are inexpressibly lovely.

Half wildings, as they are, they thrive upon neglect. A cool and somewhat shaded spot, a diligent picking of the flowers when they come, is all they need.

SPECIAL OFFER. 12 clumps of Lily-of-the-Valley and 12 plants of Violet, Gov. Herrick, to be planted together, for \$4.



LONG-SPURRED Columbines

Airy, graceful flowers of indescribable beauty in innumerable variations of color and shades. The finest of the new, long-spurred sorts are

Mrs.
Scott Elliott's
Hybrids

in tints of blue, lavender, yellow, pink, and white.

SPECIAL OFFER. 12 fine plants of this fine strain, which will grow larger and stronger year by year, for \$3.50.



The Rainbow Flower BEARDED IRIS

Perhaps the easiest of all flowers to grow, thriving on dry banks and even in half shade; perfectly hardy and needs little attention.

Florentina Alba. Porcelain-white; fragrant; early.

Iris King. Lemon and maroon; large, bold flowers.

Pallida Dalmatica. (True.) The finest of all. Pale lavender-blue.

Purple Queen. Rich purple-blue. The earliest to bloom.

Queen of May. Rosy pink. The best of this rare shade.

Celeste. Delicate blue, with creamy yellow at the base of flower.

SPECIAL OFFER. We will supply two each of these splendid sorts for \$2. Many other varieties listed in our general catalogue.



LOVETT'S NURSERY, LITTLE SILVER, N. J.

FOR PROTECTION AND PRIVACY HEDGES ARE BEST

TO PROTECT property from trespassers, or to define the limits of a lawn, or to frame a garden picture, Hedges are both useful and beautiful. They grow rapidly and soon give to the property an air of dignity and settled comfort which cannot be attained so quickly and economically in any other way.

We grow and sell many kinds of hedge plants, which are described in our general catalogue and offer two of the best below:



Japanese Barberry

This is a most accommodating shrub for hedge-work, whether trimmed regularly or left to develop in its own graceful fashion. The foliage is dark and handsome, becoming beautifully colored in autumn, and its scarlet berries decorate its spiny branches all winter long.

The picture shows how splendidly it holds up, and how handsome it is after an ice-storm.

Plant 1 foot apart for hedges.

Transplanted bushy plants.	Doz.	100	1,000
9 to 12 inches	\$1 50	\$9 00	\$75 00
12 to 18 inches	2 00	12 50	90 00
18 to 24 inches	3 00	17 50	150 00
2 to 2½ feet, extra bushy	5 00	35 00	



Ibodium Privet

This handsome hedge plant is more formal than the Barberry, and is almost an evergreen, since it retains its foliage until after Christmas. It was developed by crossing the ordinary California Privet, which sometimes freezes out, and the hardy Ibota species, and has retained the best qualities of both. It can be clipped to any shape and is extremely hardy.

Note what a dignified hedge it makes in the picture above.

Plant 8 inches to 1 foot apart for hedges.

Bushy plants.	Doz.	100	1,000
18 to 24 inches	\$2 00	\$12 00	\$100 00
2 to 3 feet	3 00	20 00	150 00

Only a few of our Novelties are listed in this pamphlet. Send enclosed postcard for our illustrated Spring Catalogue

LOVETT'S NURSERY · LITTLE SILVER · N. J.



Shrubs Are a Social Necessity

Just as the furnishings of a home indicate the individuality and taste of its occupants, so the shrubs in the front yard, or lack of them, are a measure of the refinement and good taste of the owner. Note how exquisitely the spireas in the picture bring the dwelling into harmony with the grass, making a home-picture which any man might be proud to possess. The shrubs cost little, but their value is tremendous.

Spiræa, Anthony Waterer. Soft, flat heads of dull crimson flowers. A low, front-row plant. 12 to 18 in., 40 cts. each; 18 to 24 in., 60 cts. each.

Spiræa Van Houttei. The graceful white-flowered shrub along the porch above. Equally good for specimens. 18 to 24 in., 30 cts. each; 2 to 3 ft., 40 cts. each; 3 to 4 ft., 60 cts. each.

Forsythia fortunei. Early in spring a myriad of little golden bells break out along its upright branches. 2 to 3 ft., 50 cts. each; 3 to 4 ft., 75 cts. each.

Deutzia gracilis. Dwarf, with pendulous branches; white flowers in June. 12 to 18 in., 60 cts. each.

Hydrangea arborescens grandiflora. Large heads of snowy flowers from late June until August.

Hydrangea paniculata grandiflora. A big bold shrub with enormous heads of white flowers which turn partly red with age.

Both Hydrangeas, 1 to 1½ ft., 40 cts. each; 1½ to 2 ft., 60 cts. each; 2 to 3 ft., 75 cts. each

Philadelphus grandiflorus. A large-flowering Mock Orange with beautiful white and gold flowers in early summer. 3 to 4 ft., 50 cts. each; 4 to 5 ft., 75 cts. ea.

Weigela rosea. Great masses of dark pink flowers. 2 to 3 ft., 50 cts., each; 3 to 4 ft., 75 cts. each.

SPECIAL OFFER. One each of the above 8 Hardy Shrubs, small size, \$3.25; large size, \$5

LOVETT'S NURSERY · LITTLE SILVER · N. J.



ROSES AND

Strong, field-grown plants, 2 to 3 years old. All varieties, except where noted, 90 cts. each, \$9 per doz., \$60 per 100.

A Garden of Hybrid Tea Roses All Ready to Plant

Endless enjoyment can be had from a rose-garden of only a few bushes and with only the care given to ordinary plants. That is why we have chosen twelve varieties which have proved to be easy to grow and willing to produce handsome flowers continuously throughout the summer and fall, and offer them in this easy-to-order fashion.

No one, even with only a few square feet of ground to grow things in, wants to be without roses. The easiest and best way to start, or to enlarge the present collection is to order



ROSA HUGONIS

A brand-new golden yellow Rose from China, which bursts into bloom the first warm days of spring. It is a big, arching shrub of graceful habit, and is extremely handsome, not only when its branches are covered with its fluttering yellow blossoms, but all through the summer because of its dainty fernlike foliage and bright red seed-pods.

Hugonis is rapidly becoming one of the most popular shrubs in the country.

We can supply strong, field-grown plants at \$1.50 each, \$15 per doz.

The LOVETT 12 for 1927

Constant-Blooming Roses

Alexander Hill Gray. Large flowers of lemon-yellow.
Etoile de France. Large, well-formed; dark red.
Gruss an Teplitz. Shrubby, fragrant; dark red.
Hoosier Beauty. One of the finest dark crimson-scarlet varieties.

Jonkheer J. L. Mock Two strongly contrasted shades of pink.

Kaiserin Auguste Viktoria Snowy white and lemon.
Killarney Brilliant. Glowing vivid pink.

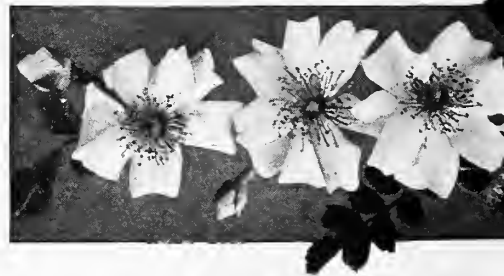
Mme. Abel Chatenay. Buff-pink and rose.

Radiance. Easily the best pink Rose. Of excellent growth and fine blooming habit.

Red Radiance. Like Radiance, but clear light red.
Sunburst. Gold and orange-buff.

Wm. R. Smith. Pointed buds and large flowers of faint pink with light, golden shades.

SPECIAL OFFER. We will ship one each of the above 12 splendid varieties for \$7.50.



LOVETT'S NURSERY · LITTLE SILVER · N. J.

MORE ROSES

Strong, field-grown plants, 2 to 3 years old. Special prices quoted on each variety; 12 of one kind for the price of 10.

A Group of Choice Pillar and Hardy Climbing Roses

American Pillar. Strong grower; vivid pink single flowers in great bunches. 75 cts. each.
Christine Wright. Medium grower; bright pink, large flowers; very early. \$1 each.
Climbing American Beauty. Glowing purple-red fragrant large flowers. 75 cts. each.
Dorothy Perkins. Strong grower; clusters of fluffy pink flowers. 75 cts. each.
Dr. W. Van Fleet. Strong grower, large, delicate pink flowers 75 cts. each.
Excelsa. Strong growing; bunches of small, bright red, crinkly flowers. 75 cts. each.
Gardenia. Strong grower; large, well-formed blooms of pale yellow. 75 cts. each.
Paul's Scarlet Climber. Medium grower; large flowers of vivid scarlet. \$1 each.
Purity. Strong grower. One of the finest large-flowered white climbers. \$1 each.
Silver Moon. Very strong grower; very large, almost single white flowers. \$1 ea.
Tausendschon. Strong grower. Bunches of cream, white, and pink flowers. 75 cts.
White Dorothy. Similar to Dorothy Perkins, but pure white. 75 cts. each.



THE LOVETT SISTERS

Hardy Climbing Roses

A trio of the new race of large-flowered, hardy, climbing Roses. The blooms are of high quality for cutting and are produced with lavish freedom. Originated by the late Dr. Van Fleet, they are on a par with the beautiful pale pink climber which bears his name. We recommend them confidently.

ALIDA LOVETT. Strong, climbing growth, heavy, mildew-resistant foliage, and superb buds and flowers of bright shell-pink. \$1.50 each, \$15 per doz.

BESS LOVETT. Similar to the foregoing in foliage and growth, but the flowers are rich ruby-crimson, opening round, full, and very fragrant. \$1 each, \$10 per doz.

MARY LOVETT. Habit like the others, and the flowers are of similar size and shape, but pure, glistening white; splendid for cutting. \$1 each, \$10 per doz.

SPECIAL OFFER. One each of the 3 lovely Lovett Sisters \$3



MARY WALLACE

A new, large-flowered, climbing Rose, similar in a general way to the famous three Lovett Sisters Roses, but with rich, brilliant pink flowers having a yellow glow and undertone. It is another of Dr. Van Fleet's valuable productions, and has become tremendously popular in the short time it has been on the market.

It blooms over a lengthy season, and the flowers endure for a long time without fading. In growth and foliage it equals the best.

Strong, field-grown plants, \$1 each, \$10 per doz.



LOVETT'S NURSERY · LITTLE SILVER · N. J.



Flowering Evergreens

For Woodlands and Mass Planting

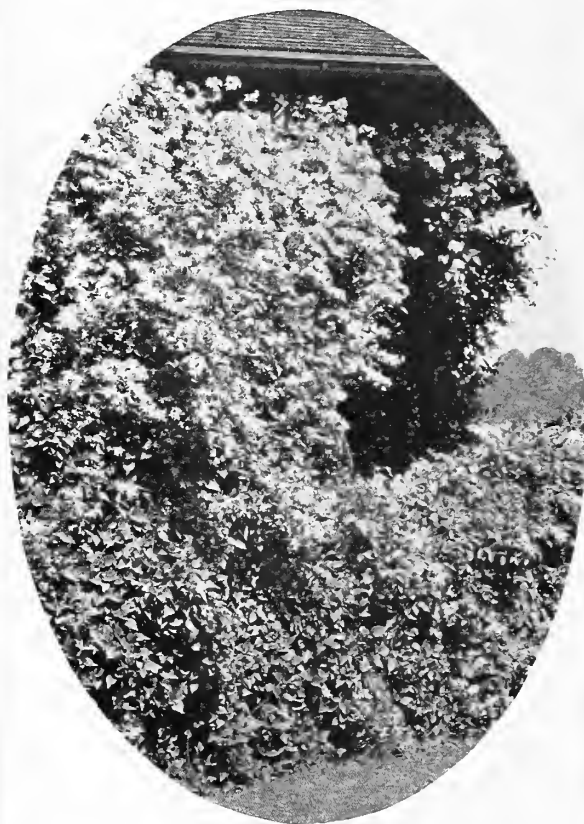
RHODODENDRON

Maximum. Invaluable for landscape work, where its handsome foliage is a year-round delight and its waxen pink flowers a miracle of spring. It does equally well in sun or shade, provided there is no lime in the soil.

MOUNTAIN LAUREL

Kalmia latifolia. The glossy, long-leaved evergreen shrub of the woods and mountains, which contributes so much to landscape effects. The dainty pink buds and flowers in June are one of the glories of creation.

CAR LOTS. We handle Rhododendron and Laurel in carload lots only. Write for information and prices.



Vines Are Friendly

The kindly vines hide and beautify necessary but unsightly buildings and fences. They make a cool porch, a delightful arbor, a shady nook for an hour's rest and comfort.

VIRGIN'S BOWER (*Clematis Paniculata*). Pictured above; one of the best vines. 40c. each, \$4 per doz.

CLEMATIS. Large-flowered, decorative vines of picturesque quality.

Henryi. Large; ivory-white.

Jackmani. Rich, velvety violet.

Mme. Baron Veillard. Large; rosy lilac.

Mme. Edouard Andre. Rosy carmine.

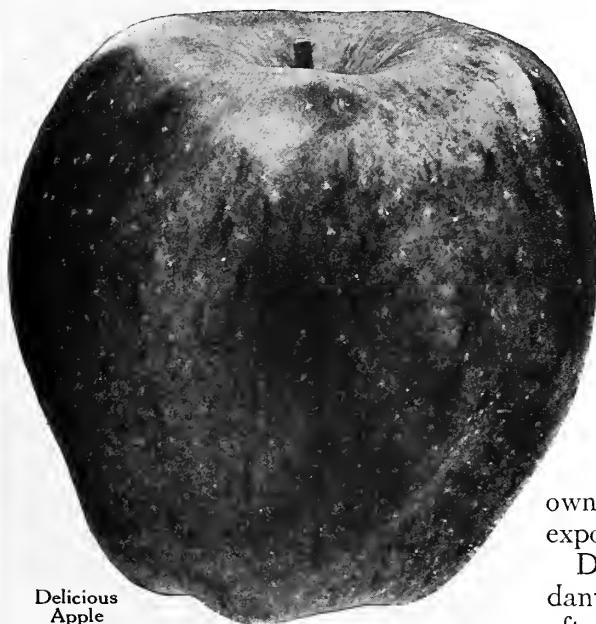
Any of the above, \$1 each, \$10 per doz.

SPECIAL OFFER. One each of the 4 large-flowered Clematis for \$3

HONEYSUCKLE. Glossy leaves and exceedingly sweet flowers from May till November. 30 cts. each, \$3 per doz., \$20 per 100.

WISTERIA. The fine Chinese kind with long drooping clusters of purple flowers. 50 cts. each, \$5 per doz.

LOVETT'S NURSERY · LITTLE SILVER · N. J.



Delicious
Apple

Dwarf Fruit Trees Bear Large Crops in Very Small Space

THE smallest back yard may have its fruit trees, which take up only 8 feet of space, come into bearing quickly, and produce fruit of the highest quality in relatively large quantity.

There isn't anything that tastes so good as home-grown fruits (unless it be home-grown sweet corn), allowed to ripen in one's own back yard, and not deflavored by storage and exposure in the markets.

Dwarf trees will bear abundantly within one or two seasons after they are planted.

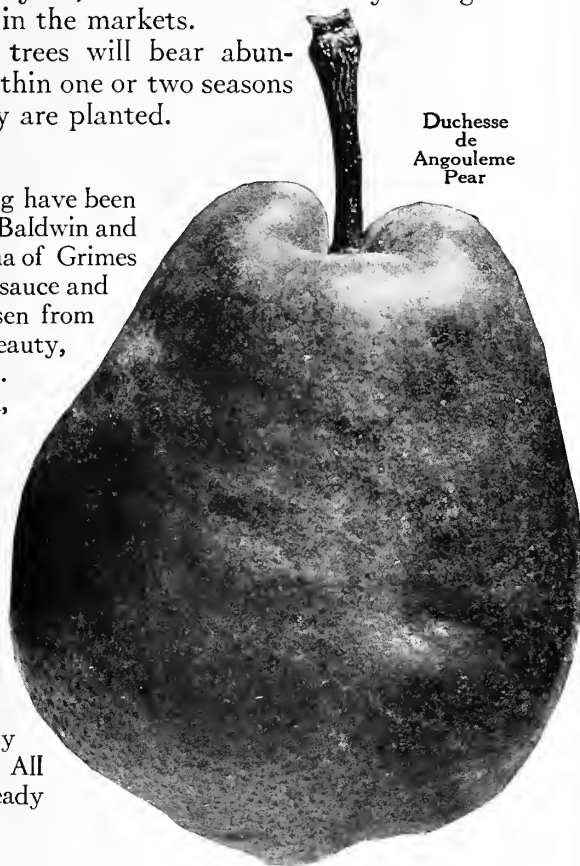
Dwarf Apples

Only the finest flavored Apples for eating or keeping have been selected for Lovett's Dwarf Trees. Everybody knows Baldwin and Rhode Island Greening, and the spicy, snappy aroma of Grimes Golden. Other varieties, both early and late, for apple sauce and pies from September to March and later, can be chosen from Delicious, Duchess, McIntosh, Red Astrachan, Rome Beauty, Stayman's Winesap, Wealthy, and Yellow Transparent. Good, clean-limbed trees, 2 years old, \$1.50 each, \$15 per doz.

Dwarf Pears

The old saying, "Plant Pears, plant for your heirs," isn't true if you plant Lovett's Dwarf Pears because they bear equally as quickly as Dwarf Apples, and their fruit is of the same high quality as that produced by the slow-growing big trees.

How delicious is a handful of tiny aromatic Seckels, running over with juice and sweetness! And the mellow mellowness of a Bartlett, the buttery, nutty richness of Angouleme, Anjou, and Clapp's Favorite! All the really good varieties! Strong, well-shaped trees, ready to fruit, two years old, \$1.50 each, \$15 per doz.

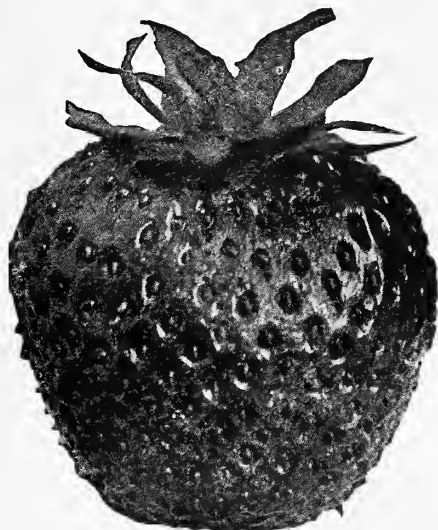


Duchesse
de
Angouleme
Pear

LOVETT'S NURSERY · LITTLE SILVER · N. J.

Strawberries

POT-GROWN PLANTS ONLY



Mastodon

Largest size; delicious flavor. Bears from June till frost.

\$3 per doz., \$20 per 100

The Van Fleet Hybrids

EARLY JERSEY GIANT

"The early Strawberry without a fault."

\$1.25 per doz., \$8 per 100

JOHN H. COOK

"The variety for everybody's garden."

\$2 per doz., \$12.50 per 100

EDMUND WILSON

"The Giant Strawberry."

\$2 per doz., \$12.50 per 100

SPECIAL OFFER. 12 each of the 3 Van Fleet Hybrids, (26 in all) for \$4; 25 of each (75 in all) \$7.50.

Well-Balanced Home Collection

100 plants, (all pot-grown) 20 each of 5 varieties, selected for the beginner and general home use, \$10

WRITE FOR OUR SPECIAL STRAWBERRY CATALOGUE

Asparagus

like Sweet Corn and Peas, loses flavor in the markets. It isn't really fit to eat unless you grow it yourself.

NEW RUST-RESISTING ASPARAGUS

WASHINGTON

bears abundantly plump stalks of highest quality for the home-garden. The best-keeping and most profitable for market-growing.

1-yr. roots, 50 cts. per doz., \$1.50 per 100, \$12 per 1,000.

2-yr. roots, 75 cts. per doz., \$2.50 per 100, \$20 per 1,000.

3-yr. roots, \$1.50 per doz., \$5 per 100.



Raspberries in Autumn

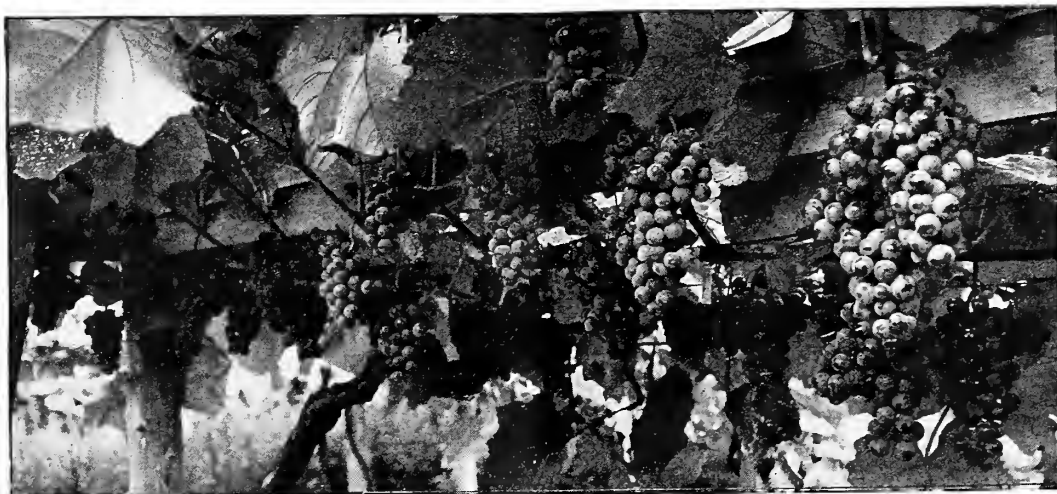
Everbearing Raspberries at last which are really good to eat!

LA FRANCE. Rich, reddish pink berries of delicious flavor, borne with particular abundance in autumn. Hardy and healthy. **Selected plants, \$4 for 12, \$25 per 100.**

WHITE QUEEN. A handsome, white-fruited, everbearing novelty of superb quality. Plants are very scarce and hard to get. **Selected plants, \$7.50 per doz.**



LOVETT'S NURSERY, LITTLE SILVER, N. J.



Lovett's CACO

The Wonder Grape

Compounded in both its essence and its name from two wonderful old-time Grapes, Catawba and Concord, CACO compares well with the finest imported and hothouse Grapes in its rich, sugary flavor and melting texture. It is a strong, vigorous grower, healthy and prolific. The clusters are fairly large and the individual berries are firm, full of delicious flesh and juice. The color is rich red and amber with a golden bloom.

In all, it is a superb fruit of the finest appearance and quality.

	Each	Doz.	100
1-yr. plants	\$0 75	\$7 50	\$50 00
2-yr. plants	1 00	10 00	75 00
Heavy fruiting-age vines . .	2 00	20 00	

Lovett's Home Arbor Collection

Every gardener wants a few Grapes—the difficulty is to choose the right ones. May we solve this problem for you? We select the following to insure a perfect crop of perfect fruit.

- | | |
|-----------------------|-------------------------|
| 2 Caco. Red or Amber. | 2 Concord. Purple. |
| 2 Champagne. Amber. | 2 Moore's Early. Black. |
| 2 Diamond. White. | |

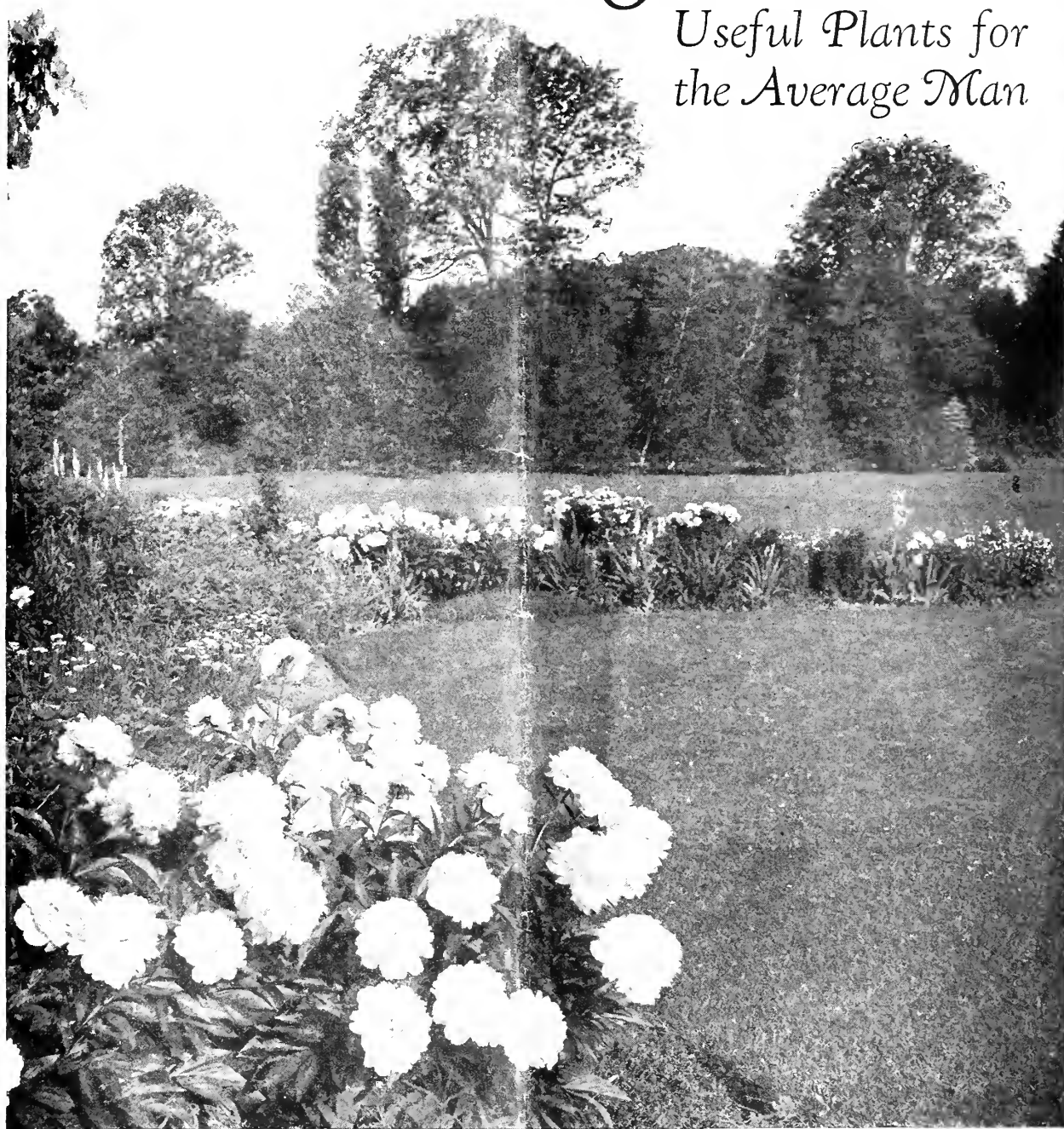
Two strong, 2-year-old vines of each of the 5 sorts for \$5, or 10 fruiting-age vines (2 of each kind) for \$10

Only a few of our Novelties of Merit are listed in this pamphlet. Send enclosed postcard for our illustrated Spring Catalogue



LOVETT'S NURSERY · LITTLE SILVER · N. J.

*Ornamental and
Useful Plants for
the Average Man*



LOVETT'S NURSERY · LITTLE SILVER · N. J.